FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00041750-A **Type of Permit:** FILMING **Release Date:** 07/12/2011

Production Company NEXT POINT INC / BREAK MEDIA

Insured Company Name NEXT POINT INC / BREAK MEDIA

Contact Phone No. 1 310-360-4154
Contact Phone No. 2
Fax 310-861-0125
Address 8750 WILSHIRE BLVD STE 225
BEVERLY HILLS, California 90211

Production Title CASIO

Type of Production Commercial - Internet

Producer Julian Hooper

Director David Seger

1st AD Evan Cholfin

Production Manager Adam Heiner

FilmL.A. Coordinator Hans Groszkruger

Location Manager Evan Cholfin
Primary Phone Mobile - 424-244-1002
Secondary Phone

Location Assistant Roslynne De Los Reyes
Primary Phone Mobile - 310-310-5986
Secondary Phone

Fees

Permit Delivery Fee	$55.00
LA COUNTY - BEACH USE	$400.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$190.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$76.00

Total Permit Fee $1,271.00

Number of Locations 3

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Summary Information — Location

Location 1 of 3

Permit Number	F00041750-A	**Location Manager**	Evan Cholfin
Production Company	NEXT POINT INC / BREAK MEDIA	Primary Phone	Mobile - 424-244-1002
Insured Company	NEXT POINT INC / BREAK MEDIA	Secondary Phone	
Production Title	CASIO		

Location Address 5670 Wilshire Blvd, Los Angeles, CA, 90036

Location Type Office Building

Film Dates 7/14/2011 - 7/14/2011 00:00 - 00:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4
Extras	1

Filming Activities Equipment on sidewalk only.; Exterior establishing shots; Exterior MOS; Handheld equipment;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note RIDER "A" RELEASES LOCATION

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
Parking at our offices at Break Media across the street. 5757 Wilshire Blvd, Suite 300, Los Angeles, CA 90036.

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Summary Information — Location

Permit Number	F00041750-A	**Location Manager**	Evan Cholfin
Production Company	NEXT POINT INC / BREAK MEDIA	Primary Phone	Mobile - 424-244-1002
Insured Company	NEXT POINT INC / BREAK MEDIA	Secondary Phone	
Production Title	CASIO		

Location Address 18700 Pacific Coast Hwy, Malibu, CA, 90265

Location Name TOPANGA BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 7/13/2011 - 7/13/2011 15:30 - 20:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached documents
BEACHES and HARBORS TOPANGA BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	10

Filming Activities Exterior Dialogue; Handheld equipment; talent is surfing;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Location Notes
Must contact PCI directly for parking requirements and activities on PCI property
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
Reservations for use of beach must be made through FilmL.A. - Production Planning Department
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Marisol Camey

Coordinator Note LIFEGUARD IS REQUIRED FOR ACTIVITY IN WATER

Coordinator Note filming location: Topanga main station

Coordinator Note lifeguard: 3:30-8p

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Summary Information — Location

Permit Number	F00041750-A	**Location Manager**	Evan Cholfin
Production Company	NEXT POINT INC / BREAK MEDIA	Primary Phone	Mobile - 424-244-1002
Insured Company	NEXT POINT INC / BREAK MEDIA	Secondary Phone	
Production Title	CASIO		

Coordinator Note RIDER "A" RELEASES LOCATION

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Location 3 of 3

Permit Number	F00041750-A	**Location Manager**	Evan Cholfin
Production Company	NEXT POINT INC / BREAK MEDIA	Primary Phone	Mobile - 424-244-1002
Insured Company	NEXT POINT INC / BREAK MEDIA	Secondary Phone	
Production Title	CASIO		

Location Address 17334 Victory Blvd, Los Angeles, CA, 91406

Location Type Park

Location Description PEDLOW SKATE PARK

Film Dates 7/13/2011 - 7/13/2011 07:00 - 12:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document pedlow.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	3
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	10

Filming Activities Camera on sticks; Exterior Dialogue; Handheld equipment;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — ReyRonald Pineda
LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez

Coordinator Note 1 park monitor is required

Coordinator Note RIDER "A" RELEASES LOCATION

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Special Filming Conditions for Los Angeles County Beaches

TOPANGA BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- **Only still photography or small film shoots with hand held equipment will be allowed. Groups no larger than 15 total (including cast and crew) will be allowed.**
- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date.
- **Lifeguard towers must be indicated on permit.**
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **NO DRIVING SCENES ON SAND**
- Sign removal in LA County parking lots is prohibited.
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement.. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **No parking or picture vehicles at lower parking lot or access road. (Chain will not be dropped).**
- **Parking lot closes at dusk. PCI parking attendant required after hours.**
- **No filming on bluff.**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

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PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- **Production Company allowed to film at Pedlow Skate Park 7/13/11 from 7am-12pm.**
- **Production Company is allowed to use a skate board for filming.**
- **Production Company must leave area clean after activity.**
- **Cannot impede park patrons from park activities.**
- **Production Company may do up to 2 minute pedestrian control.**
- **Cannot interfere, prevent, or clear park patrons from the location of filming.**
- **Production Company does not have permission to remove or move existing landscape.**
- **Production Company is not allowed to add landscape unless approved.**
- **May not drive on any park service road or grassy areas unless approved.**
- **Must work around maintenance activities.**
- **May not block entrance or exits.**
- **Patrons have the right of way at all times.**
- **Production Company does not have exclusive use of any part of the park at any time.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency

DRAFT NOT A PERMIT

vehicle access lanes must be maintained in parking lots and park streets at all times.

- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitted and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitted will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitted there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

Next Point Inc- Break Media / Casio
(Pedlow Skate Park)
F-41750-A

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